

# ORDER

**WKYC**

**Orders**

**Order / Rev:** 683909

Alt Order #: 06144549

Product Desc: DCCC

Estimate: 1194

Flight Dates: 10/18/12 - 10/22/12

Original Date / Rev: 05/15/12 / 10/23/12

Order Type: Political

Primary AE: Joe Knauer

Sales Office: T-WAS

Sales Region: NAT

**Agency**

**Name:** Great American Media/ POL

Buying Contact:

Billing Contact:

1010 Wisconsin Ave. NW, Ste. 800

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

**Advertiser**

**Name:** Democratic Congressional Campaign

Demographic: A25-54

Product Codes: IS-Candidate/US House

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	37	\$57,700.00	\$49,045.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	37	\$57,700.00	\$49,045.00	0.00
<b>Totals</b>	<b>37</b>	<b>\$57,700.00</b>	<b>\$49,045.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WKYC	25%	\$57,700.00
Market	100%	\$230,800.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$2,308.00
WEWS	28%	\$64,624.00
WJW	29%	\$66,932.00
WOIO	16%	\$36,928.00
WUAB	1%	\$2,308.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 8	WKYC	10/20/12	10/20/12	SAT TDY	CM	7a-9a	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
NBC Today Show (Sa)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$1,200.00		0.00						
E 9	WKYC	10/21/12	10/21/12	SUN TDY	CM	8a-9a	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
NBC Today Show (Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$1,200.00		0.00						
E 10	WKYC	10/18/12	10/19/12	M-F 9-10a Today II	CM	9a-10a	---TF--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
Today Show II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	1		\$700.00		0.00						

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	WKYC	10/22/12	10/22/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	:30	1	\$700.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$700.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WKYC	10/22/12-10/28/12	M-F 9-10a Today II		9a-10a	M-----	:30		<del>(\$700.00)</del>		0.00	NM		
				Credited											
E 12	WKYC	10/18/12	10/19/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	---TF--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---TF--		2				\$250.00		0.00			
E 13	WKYC	10/22/12	10/22/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$250.00		0.00			
E 14	WKYC	10/18/12	10/19/12	M-F 10-11a M-F 10-11a	CM	10a-11a	---TF--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---TF--		2				\$250.00		0.00			
E 16	WKYC	10/18/12	10/19/12	Days of Our Lives Days of Our Lives	CM	1p-2p	---TF--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---TF--		1				\$500.00		0.00			
E 17	WKYC	10/20/12	10/20/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$1,000.00		0.00			
E 18	WKYC	10/21/12	10/21/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$1,000.00		0.00			
E 19	WKYC	10/21/12	10/21/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		2				\$500.00		0.00			
E 20	WKYC	10/18/12	10/19/12	M-F 3-4p The Doctors	CM	3p-4p	---TF--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---TF--		1				\$450.00		0.00			
E 21	WKYC	10/18/12	10/19/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---TF--	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---TF--		2				\$600.00		0.00			
E 22	WKYC	10/22/12	10/22/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$600.00		0.00			
E 23	WKYC	10/18/12	10/19/12	M-F 5-6p Dr. Phil	CM	5p-6p	---TF--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---TF--		1				\$1,000.00		0.00			
E 24	WKYC	10/18/12	10/21/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS 6-7p (6:00 PM-6:30 PM)	---TFSS	:30	1	\$1,700.00	P-5	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---TFSS		1				\$1,700.00		0.00			
E 25	WKYC	10/18/12	10/21/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	---TFSS	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---TFSS		1				\$1,800.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 26	WKYC	10/18/12	10/19/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	---TF--	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---TF--		1				\$1,200.00		0.00			
E 27	WKYC	10/18/12	10/19/12	M-F 730-8p Entertainment Tonight	CM	730-8p	---TF--	:30	4	\$1,400.00	P-3	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---TF--		4				\$1,400.00		0.00			
E 28	WKYC	10/22/12	10/22/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$1,400.00		0.00			
E 29	WKYC	10/20/12	10/20/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$650.00		0.00			
E 30	WKYC	10/22/12	10/22/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M-----	:30	2	\$5,000.00	P-5	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		2				\$5,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	NKYC	10/22/12-10/28/12		Mon Prime Other		Various	(8:00 PM-10:00 M-----	:30		<del>(\$5,000.00)</del>		0.00	NM		
	See MG 30.6 [Prgm Change]														
4	NKYC	10/22/12-10/28/12		Mon Prime Other		Various	(8:00 PM-10:00 M-----	:30		<del>(\$5,000.00)</del>		0.00	NM		
	See MG 30.5 [Prgm Change]														
5	NKYC	10/22/12-10/22/12		Mon Prime A		8p-9p	M-----	:30		\$5,000.00		0.00	NM		
	Ⓜ MG for 30.4 10/22														
6	NKYC	10/18/12-10/18/12		Thu Prime C		10-11p	---Th----	:30		\$5,000.00		0.00	NM		
	Ⓜ MG for 30.3 10/22														
E 31	WKYC	10/22/12	10/22/12	Mon Prime C Mon Prime C	CM	10-11p	M-----	:30	2	\$3,000.00	P-5	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		2				\$3,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	10/22/12-10/28/12		Mon Prime C		10-11p	M-----	:30		<del>(\$3,000.00)</del>		0.00	NM		
	See MG 31.3,31.4 [Prgm Change]														
2	NKYC	10/22/12-10/28/12		Mon Prime C		10-11p	M-----	:30		<del>(\$3,000.00)</del>		0.00	NM		
	See MG 31.3,31.4 [Prgm Change]														
3	NKYC	10/18/12-10/18/12		Thu Prime A		8-9p	---Th----	:30		\$3,000.00		0.00	NM		
	Ⓜ MG for 31.2,31.1														
4	NKYC	10/18/12-10/18/12		Thu Prime B		9-10p	---Th----	:30		\$3,000.00		0.00	NM		
	Ⓜ MG for 31.2,31.1														
E 32	WKYC	10/19/12	10/19/12	Fri Prime B Fri Prime B	CM	9-10p	----F--	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--		1				\$2,800.00		0.00			
E 33	WKYC	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$1,800.00		0.00			
E 34	WKYC	10/18/12	10/20/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	---TFS-	:30	1	\$1,600.00	P-5	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---TFS-		1				\$1,600.00		0.00			
E 35	WKYC	10/18/12	10/19/12		CM	1135p-1237a	---TF--	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00

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Tonight Show															
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$900.00		0.00						
E 37	WKYC	10/21/12	10/21/12	NFL Regular Season Fo	CM	NFL Football	-----S	:30	1	\$10,250.00	P-3	0.00	NM	1	\$10,250.00
				NFL Football	(8:15 PM-11:30 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$10,250.00		0.00						
													Totals	37	\$57,700.00